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C T I A Cellular Telecommunications Industry Association
1133 21st Street, NW
Third Floor
Washington, DC 20036
202-785-0081 Telephone
202-785-0721 Fax

Building The Wireless Future

July 22, 1993

Mr. William F. Caton
Acting Secretary
Federal Communications Commission
1919 M Street, NW, Room 222
Washington, DC 20554

RECEIVED
JUL 22 1993
FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

Re: ET Docket No. 93-62
Ex Parte Presentation

Dear Mr. Caton:

On Thursday, July 22, 1993, the Cellular Telecommunications Industry Association ("CTIA") sent the attached information kit on its electromagnetic radiation health and safety program to the following Commissioners and FCC staff:

Beverly Baker	Commissioner Andrew Barrett
Lauren Belvin	John Cimko
Robert Cleveland	Randall Coleman
Commissioner Ervin Duggan	Brian Fontes
Bruce Franca	Ralph Haller
Jeffrey Hoagg	Stevenson Kaminer
Kathy Levitz	Byron Marchant
Steve Markendorff	Linda Oliver
Myron Peck	Dr. Robert Pepper
Chairman James Quello	David Siddall
Dr. Tom Stanley	Gerald Vaughan

If there are any questions in this regard, please contact the undersigned.

Sincerely,

Michele Farquhar

Michele C. Farquhar

No. of Copies rec'd 0+1
List A B C D E

Enclosure

~~EX PARTE OR LATE FILED~~

54

Cellular industry's research finds no link to cancer

PHONES

From page C1

discuss his lawsuit, which says his wife contracted brain cancer from [illegible] telephone. Another

in the Motorola suit had failed to prove that the telephones posed a health hazard. The judge denied the plaintiffs' attempt to make the suit a class action on behalf of cellular phone users.

[illegible]

public attention. In the meantime, entrepreneurs have emerged with shields they say will block telephone radiation.

In February, a panel of experts testified before Congress that more [illegible]

Cellular

CONTINUED FROM PAGE 1

rigorous scientific research and the open dialog the industry is taking to not only answer questions but to reassure the

Industry

FROM THOMAS WEISS

The cellular-telephone indu
try, stung by fears that cellul
phone use causes brain cance
said Friday that an initial r
view of existing studies ha
turned up no such link.

"The studies we have an
lyzed so far do not suggest
linkage with cancer," sa
George Carlo, an outside scie
tist who is directing the i

v51753exec
r w.. AP-CellularPhones-Cancer 07-16 0306
AP-Cellular Phones-Cancer Cellular Phone Industry Study Finds No Link To Cancer

WASHINGTON (AP) - The cellular telephone industry said Friday that its research since a cancer scare six months ago has found no link between the disease and exposure to cellular frequencies.

Still, said Thomas E. Wheeler, president of the Cellular Telecommunications Industry Association, the industry has pledged to spend $15 million to $25 million in the next three to five years for studying the issue.

The research has involved looking at thousands of studies bearing on the relationship of electromagnetic radiation on human health,'' said George L. Carlo, an epidemiologist who heads the study.

''When we have identified what's known, we can then identify what is unknown,'' he told a news conference.

''None of these studies suggest any relationship between cellular phones and cancer,'' Wheeler said. The findings will be reviewed by a peer group and research will begin in the fall into any areas where questions remain.

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Building The
Wireless Future™

REPORT TO AMERICA

CTIA HEALTH & SAFETY PROGRAM

What the Cellular Industry Has Done Since The "Cancer Scare"

-Six Months- January - July 1993

C T I A Cellular Telecommunications Industry Association
1133 21st Street, NW
Third Floor
Washington, DC 20036
202-785-0081 Telephone
202-785-0721 Fax

Building The Wireless Future

Despite the many research studies showing that cellular is safe, it has become necessary to reassure those whose doubts have been raised by this scare.

It is time for truth and good science to replace emotional videotape and unsupported allegations.

Therefore, the cellular telecommunications industry is today announcing that it will fund research to re-validate the findings of the existing studies, which have found that the radiowaves from cellular phones are safe.

Statement by Thomas E. Wheeler
President, CTIA
News Conference, Washington D.C.
January 29, 1993

Following up that commitment, the following steps have been taken:

1. **Cellular Carriers, phone manufacturers, infrastructure manufacturers form Joint Review Committee to oversee research.**

2. **Industry pledges to fund research.**

3. **Meetings held with FDA and other government agencies.**

4. **Three-member Scientific Advisory Group formed.**

5. **Peer-Review Board of world-class scientists recruited. Blind trust established to assure credibility.**

6. **Integrated Assessment of Existing Data launched (completed: September).**

7. **Scientific Research undertaken in areas needing further study (starts late 1993).**

[Details attached]

CELLULAR PHONE SAFETY RESEARCH PROGRAM

Scientific Advisory Group

- **George L. Carlo, Ph.D., M.S., J.D.**
  - **Chairman, Health and Environmental Sciences Group, Ltd.**
  - **Adjunct Professor, The George Washington University School of Medicine, Washington, DC**
  - **Adjunct Professor, State University of New York of Buffalo**

- **Arthur W. Guy, Ph.D.**
  - **Professor Emeritus, University of Washington, Seattle, Washington**

- **Ian C. Munro, Ph.D., FRCPath**
  - **Principal, CanTox Inc., Toronto**
  - **Adjunct Professor, University of Guelph, Guelph, Ontario**

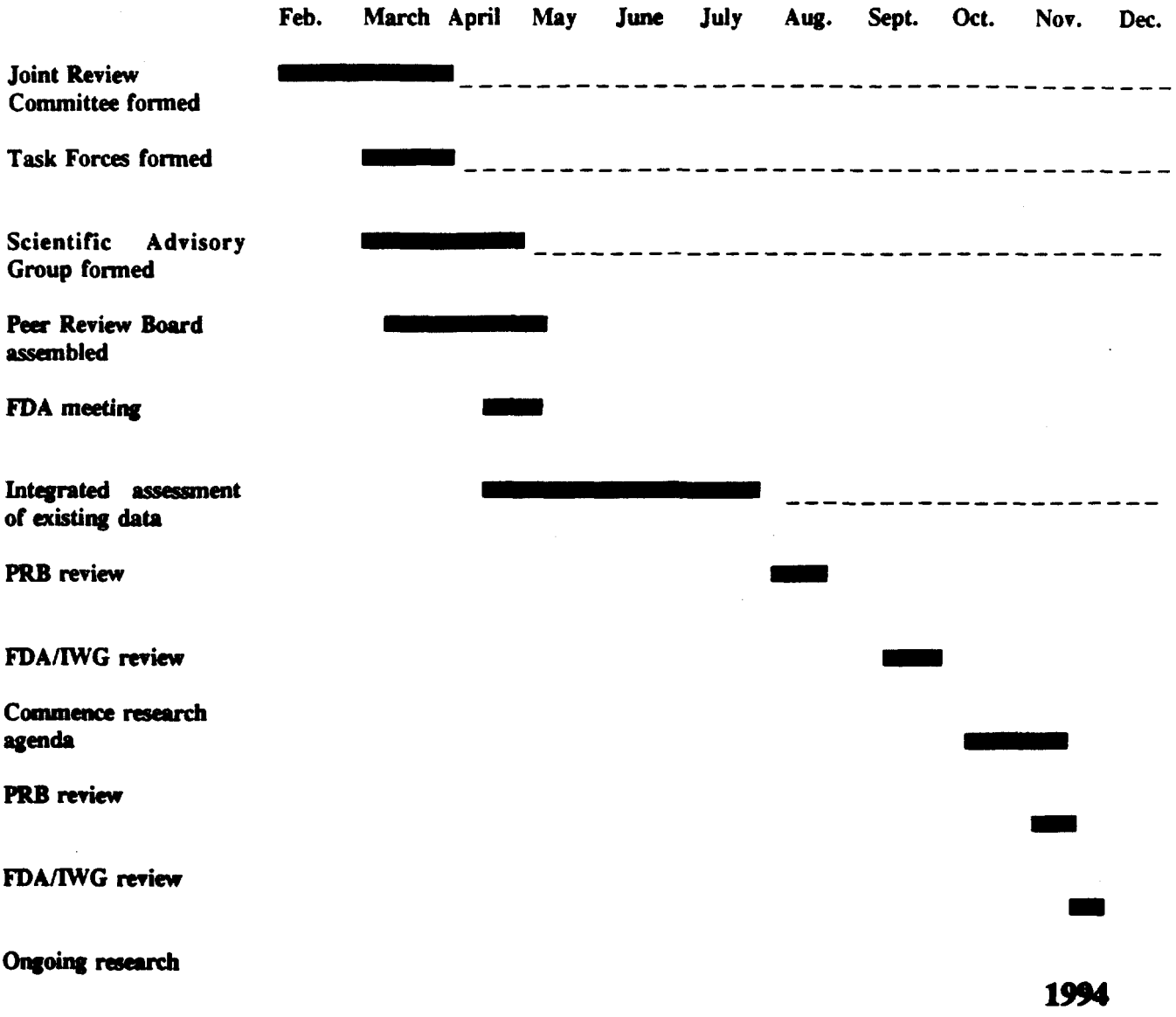
CELLULAR PHONE SAFETY RESEARCH PROGRAM

Peer Review Board

- **Patricia Buffler, Ph.D., M.P.H.**
  - **University of California at Berkeley**
- **Philip Cole, M.D., Dr. P.H.**
  - **University of Alabama at Birmingham**
- **Sir Richard Doll, F.R.S., F.R.C.P.**
  - **University of Oxford**
- **Om P. Ghandi, Sc.D.**
  - **University of Utah**
- **Saxon Graham, Ph.D.**
  - **State University of New York at Buffalo**
- **Don Justesen, Ph.D.**
  - **University of Kansas and VA Medical Center**
- **Richard Monson, M.D., Sc.D.**
  - **Harvard University**
- **Dimitrios Trichopoulos, M.D.**
  - **Harvard University**
- **Gary Williams, M.D.**
  - **American Health Foundation**

CELLULAR PHONE SAFETY RESEARCH PROGRAM

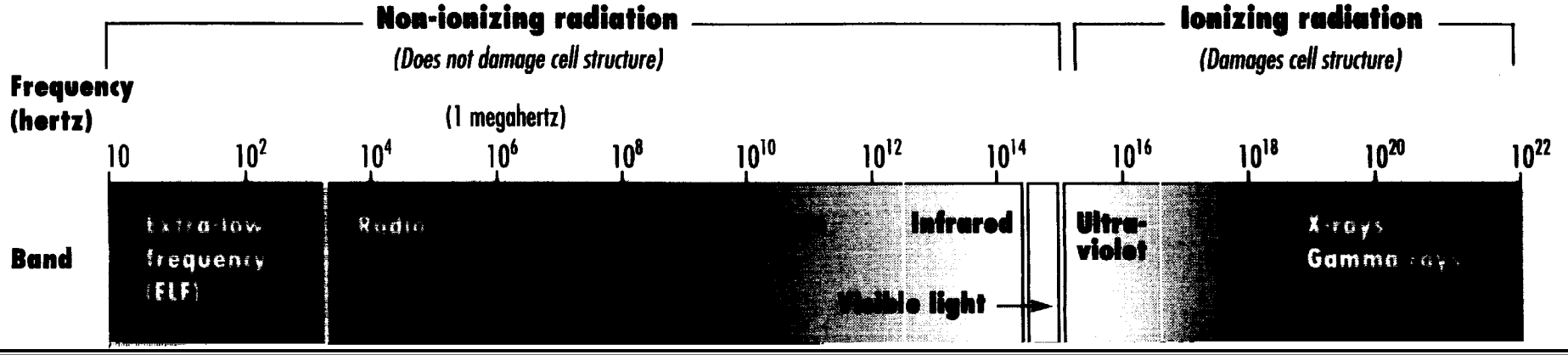
1993 Timeline



GEORGE L. CARLO, Ph.D., M.S., J.D.

George Carlo is a Fellow of the American College of Epidemiology. He is the chairman of Health & Environmental Sciences Group, Ltd. (HES), which specializes in assessing, communicating and managing risks to health, including risks from the environment, consumer products and pharmaceuticals. HES's trained professionals also analyze the efficacy of drugs and medical devices. Dr. Carlo serves on the faculties of George Washington University, the State University of New York at Buffalo School of Medicine, and the Roswell Park Memorial Institute. While at the University of Arkansas for Medical Sciences, he chaired the research committee of the Department of Family and Community Medicine and designed the acute and chronic clinical work performed by that department. Dr. Carlo sits on the U.S. Congress Office of Technology Assessment Agent Orange Advisory Panel, is Chairman of the Scientific Advisory Board on cement kiln recycling, and is a scientific advisor to the Industry Task Force II on 2, 4-D Research Data and the Fernz Corporation group of Australian and New Zealand manufacturers. He has also participated in other government expert panels and workshops. Dr. Carlo has published numerous research articles, commentaries, chapters in books and health policy papers addressing issues in the health sciences. He has testified before Congress and other government and regulatory committees. Dr. Carlo often speaks at seminars and is frequently consulted for television, radio and newspaper interviews. He earned his B.A., M.S., and Ph.D. degrees from the State University of New York at Buffalo and his J.D. degree from George Washington University. Dr. Carlo has been listed in *Who's Who Among American Law Students, Who's Who in Science and Engineering* and *Who's Who in the World.*

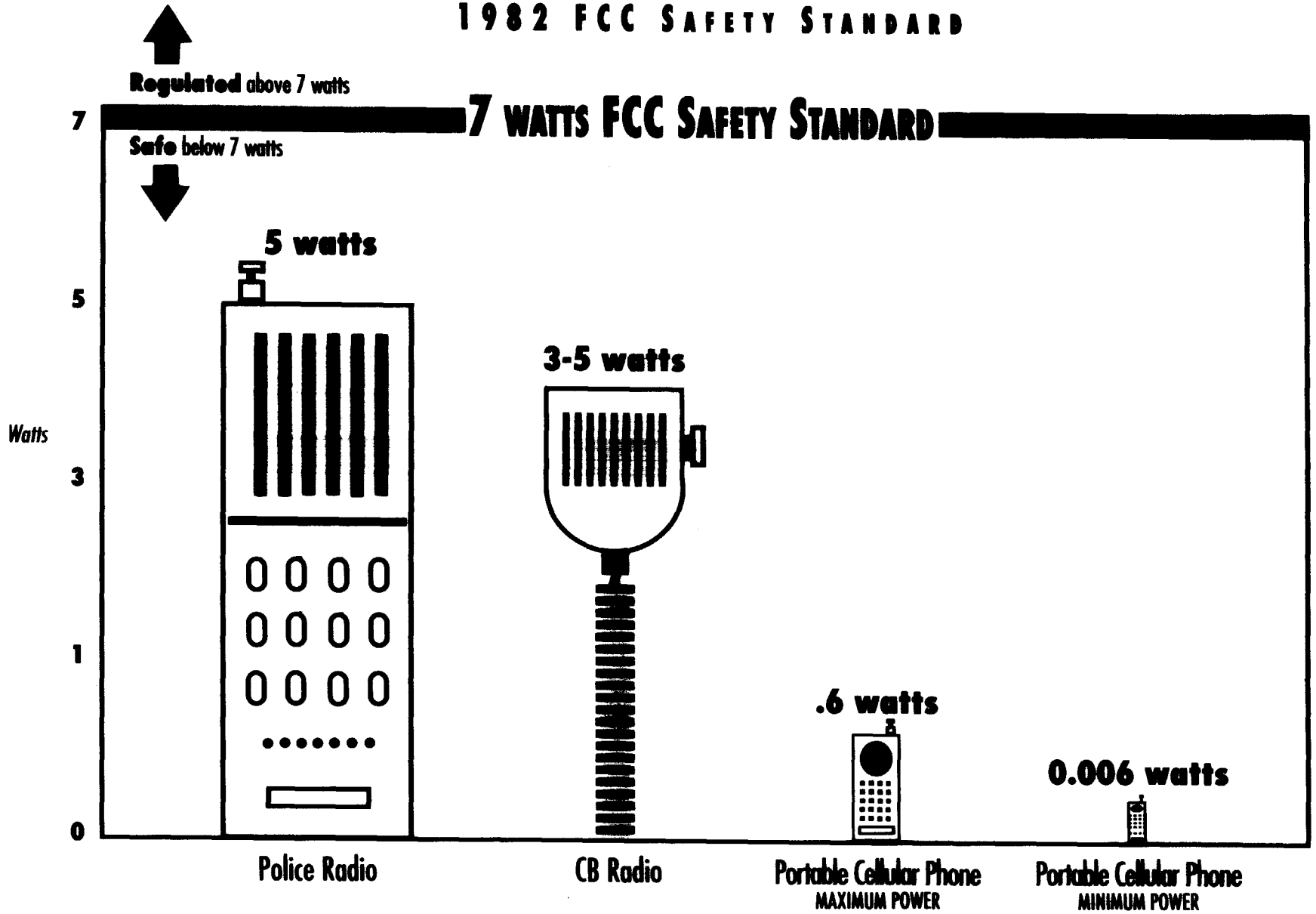
Where Cellular Phones Fit On the Electromagnetic Spectrum



CELLULAR IS SAFE

RADIO-FREQUENCY POWER LEVELS

CELLULAR PORTABLE POWER WELL BELOW 1982 FCC SAFETY STANDARD



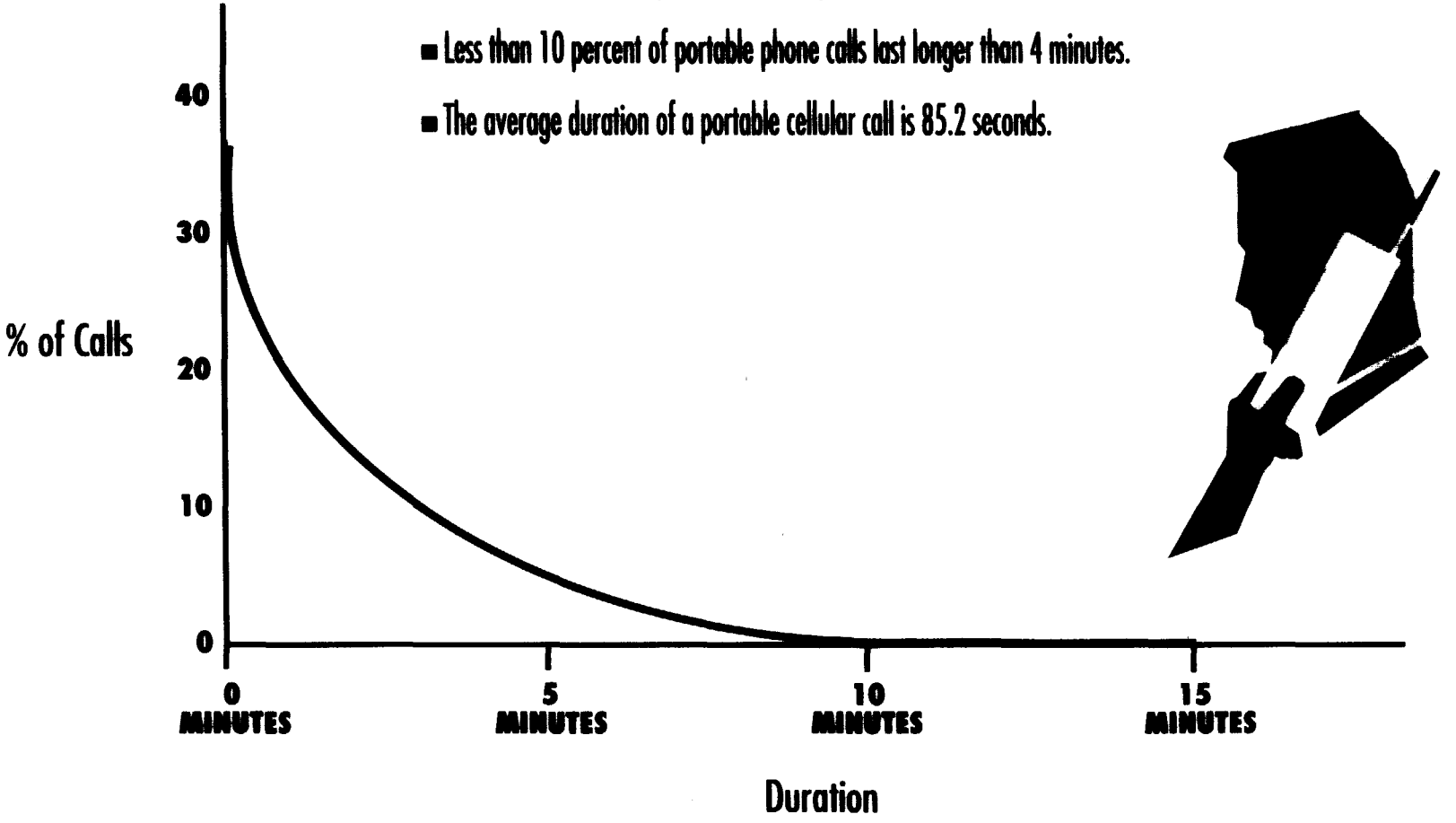
SOURCE: *Cellular Telecommunications Industry Association*

In Metropolitan areas, phone power decreases as more cells are built closer together.

PORTABLE CELLULAR CALL DURATION

CELLULAR SUBSCRIBERS KEEP THEIR PORTABLE CALLS SHORT

- One-third of portable phone calls last less than 30 seconds.
- 80 percent of calls on portable cellular phones last 2 minutes or less.
- Less than 10 percent of portable phone calls last longer than 4 minutes.
- The average duration of a portable cellular call is 85.2 seconds.



SOURCE: *Cellular Telecommunications Industry Association study of more than 6 million calls in multiple markets*

Update '93

News and our views

Can cellular phones cause brain cancer?

A Florida lawsuit recently raised questions about whether certain types of cellular telephones (those with built-in antennas) lead to brain cancer.

Cellular phones operate at the lowest end of the microwave portion of the electromagnetic spectrum — the same frequency band as television. They conform to guidelines set by the Federal Communications Commission for acceptable emission levels of electromagnetic radiation.

There's no proof that microwave radiation from cellular phones carries a health risk. Yet, because there's a lack of thorough long-term studies, the Food and Drug Administration is working with other federal agencies and industry to resolve questions over the safety of these cellular phones.

In contrast, 146,000 people will die from lung cancer this year — despite the fact that we know what causes most lung cancer and how to prevent it. □

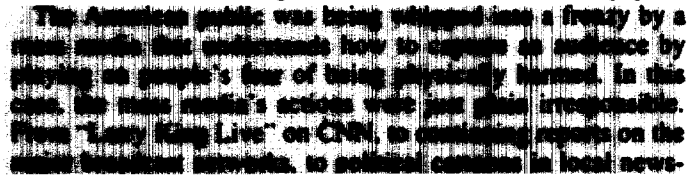
MAYO CLINIC HEALTH LETTER
April 1993

Bob Chapin
Editorial Director

ADDRESSING EMF CONCERNS

To many, it almost seemed to come out of nowhere. At first, it was a relatively low-profile suit filed against NEC by a man in Florida who claimed that his wife's death from a brain tumor was caused by the electromagnetic fields from a cellular phone. Before long, it was the hottest topic on television.

"Do portable cellular phones cause brain cancer?" The cry was heard around the world, literally. While in Santiago, Chile, I watched the coverage of Motorola's press conference on CNN International. According to contacts in Europe, they didn't need to hear about it from their U.S. associates. They could read about the allegations in their own local newspapers.



THE EMF THREAT: Health HAZARD or HYPE?

Sorting out fact from fiction

By Randy Ridley
Technical Editor

Do business radios and cellular phones increase users' susceptibility to various negative health effects? More and more attention is being placed on the issue of potentially adverse health effects from non-ionizing radiation, and the general populous does not seem to differentiate between extremely low frequency (ELF), Ultra high frequency (UHF) and microwaves. This public concern is partly despite the fact that the majority of scientific fact that biological effects of exposure to non-ionizing radiation are frequency dependent, and that there is no evidence that links cancer to modern communications.

There are two kinds of radiation: ionizing and non-ionizing radiation. Ionization occurs when there is enough energy in the radiation to displace an electron from an atom. This radiation has a very short wavelength, a high frequency, and a high energy level, and is typically described as X-rays, gamma rays, and particles. These can interact with the tissues of the body and cause severe cellular damage. Documentation shows that their interactions can result in the generation of highly reactive chemical species. Whole body radiation causes acute damage to blood forming tissues, the gastrointestinal tract, and the nervous system. Longterm exposure can result in cancer.

By contrast, non-ionizing radiation includes RF radiation (300 kHz-300 MHz), microwaves (300 MHz-300 GHz), infrared, visible, and ultraviolet light. Additionally, ELF and magnetic radiation also fall in this category. Non-ionizing radiation is commonly described as radiation that passes through matter without dislodging electrons from atoms, and the biological effects of this form of energy are not very clear.

Prior to 1940, there was very little non-ionizing EMF in the ambient levels of the environment. In the last 50 years, however, the levels have risen dramatically due to increased use of telecommunications, satellite communications, radar, power lines, and many household appliances. Exposure to high levels of this form of energy has been shown to affect living tissue by a generalized heating effect, but scientists have long felt that exposure to low levels of this type of energy was relatively harmless to human health.

THE CATALYST OF CONTROVERSY

Most public concern arises from an April 11, 1992 complaint that was filed in the Circuit Court for Pinellas County, Fla. by a woman, Susan Ellen Reynard, and her husband, H. David Reynard. The suit was filed against NEC America Inc., the manufacturer of Susan Reynard's telephone; Costal Radiotelephone Inc., the company that sold the phone; and GTE Mobilenet of Tampa Inc., the company that provided the cellular service.

The complaint alleges that Susan Reynard was diagnosed with a brain tumor which resulted in cancer, and that the tumor was a direct result of the radiation emitted by her cellular telephone.

Although the suit deals with cellular telephones, it raises the question of whether any of the modern wireless communications devices can actually be considered as benign as once was thought. Satellite communications, business radio, and personal communications all rely on the same basic principle of radio frequency on nearly the same frequencies. Obviously, any potential findings can have a considerable impact on the future of wireless communications.

BODY OF EVIDENCE

In the last 40 years, there have been more than 10,000 studies performed pertaining to the effects of RF and microwave energy on living organisms. At first glance, the sheer number of the studies seems reassuring, since none of them have been able to define any connection to cancer. However, most of the studies have dealt with localized heating effects of RF radiation (the same principle that microwave ovens operate on). As a result, experts have been able to document the generation of heat

from energy absorption in the tissue. The FCC currently uses a safety standard developed by ANSI (American National Standards Institute) in 1985 that is based upon the known heating effects of RF radiation. This standard is usually considered inadequate by most scientists, as it does not consider the effects of magnetic radiation on cellular activity, nor does it consider the possibility of cancer generation or acting as a catalyst for tumor growth. Only recently have studies been directed at these issues, and most have not yet been completed.

Gary Breed, editor of *Communications* sister publication *RF Design*, states, "The problem with most of the current studies that have dealt with cancer and RF radiation is that there is usually no control group...[or] the study is too short in duration to obtain accurate results." Even if a particular study indicates that there may be a problem with RF radiation, the absence of a control group to compare the results with seriously compromises its validity. As an example, Dr. Samuel Milham, of the Washington State Dept. of Social and Health Services, tried to examine data collected from the death certificates of amateur radio operators in Washington and California. His studies found that Amateur radio operators had a higher incidence of leukemia than the general populous, drawing the conclusion that Amateur radio was hazardous to human health. Unfortunately, no effort was made to identify or quantify the effects

absorption rate of different frequencies is not the same in tissue, however, and it would be incorrect to say that all non-ionizing radiation carries the same health risk.

Recently, there have been a number of studies that have attempted to correct the shortfalls of earlier studies. Areas such as control groups and length of the studies are now being addressed and as a result, enlightening information is being unearthed. Dr. W. Ross Adey, associate chief of staff for research and development at the Pettis Memorial VA Medical Center at Loma Linda, Calif., writes in his keynote address to the IEEE 1992 International Symposium on Electromagnetic Compatibility, "...Importantly, these non-ionizing fields are considered incapable of directly damaging DNA in cell nuclei." But goes on to say, "Instead, their action in tumor formation may be as promoters, acting intermittently and repeatedly at cell membranes, possibly concurrently with chemical promoters." That is to say, non-ionizing

[illegible] G[illegible]RMATION

[illegible] C95.1-19[illegible] IEEE Standard for Safety Levels w[illegible] Respect to Human Exposure to Radio Frequency E[illegible]omagnetic Fields, 3 kHz to 300 GHz."

[illegible] This standard contains references to several h[illegible]ed additional documents that may be of interest.

[illegible] Handbook of Biological Effects of Electroma[illegible] n[illegible] Fields," CRC Press, 1986, edited by Ch[illegible] P[illegible] and Elliot Postow.

[illegible]ogical Effects of Electromagnetic Radiation[illegible] I[illegible] Press, 1984, edited by John M. Osepchuk.

[illegible]ogical Effects and Health Implications of R[illegible] d[illegible]quency Radiation," Plenum Press, 1987, S.[illegible] M[illegible]elson and J.C. Lin.

[illegible]logical Effects and Exposure Criteria for R[illegible] d[illegible]quency Electromagnetic Fields," NCRP Repo[illegible] N[illegible]6, 1986.

"[illegible]demiologic Studies of Microwave Effects," Pro[illegible] c[illegible]ings of the IEEE, vol. 68:339-345, 1980, C. S[illegible] v[illegible].

[illegible] research studies, papers, and articles on [illegible] h[illegible]h effects of electromagnetic fields have [illegible] p[illegible]d in publications, such as:

AMA Archives of Industrial Health

Annals of The New York Academy of Scie[illegible]

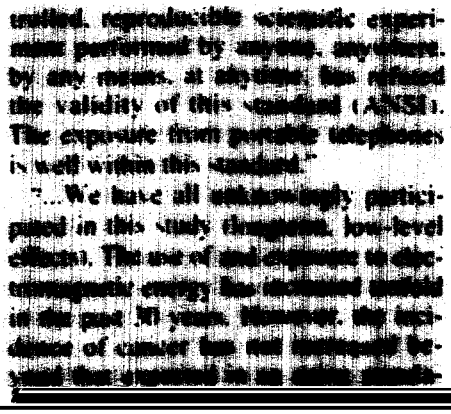
International Journal of Radiation Biology

Journal of [illegible] Pow[illegible]

[illegible]

THE ANSI STANDARD

Most experts agree that the current FCC safety levels, in which anything below 7 watts is considered safe, are not



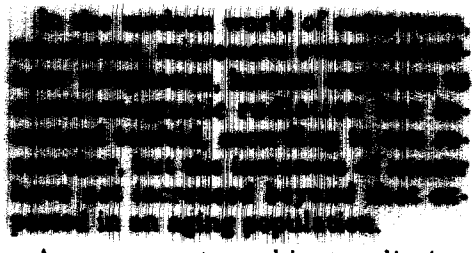
In addition, many of the witnesses cited ongoing or planned research regarding the use of cellular frequencies.

NOT ALL RADIATION IS EQUAL

Should users be alarmed at the possible safety hazards of *non-ionizing* radiation? In the case of portable communications, prudent caution is more warranted than alarm. Although there isn't any evidence at this point that microwaves cause or enhance tumors or

CTIA looking to researchers for RF safety

By Seth Malgieri



As exposure to ambient radiation has increased, so has public concern about its safety. That concern has crossed into the cellular industry as a result of a lawsuit filed by a Florida man who alleges a cellular telephone caused the brain cancer that killed his wife (RCR, Feb. 15, 1993, p. 1).

Fears that cellular phones may cause cancer have put the industry on the offensive, and the Cellular Telecommunications Industry Association said it plans to solicit funds from its members to gather results from on-going studies on electromagnetic frequencies, or EMFs, in the cel-

Cellular radio waves pose no threat to human health, according to a CTIA white paper. "Cellular telephones operate in the same frequency band used by UHF television. The fact that cellular conversations are occurring over the airwaves is no more threatening than the radio and TV signals that surround your home," the paper stated.

The concern is not so much about ambient radio waves as it is about signals sent to and from antennae on the portable phones that callers hold near their heads.

Tests on electromagnetic radiation from ultra-high frequencies, or UHFs, have been more extensive than tests done at extremely low frequencies, or ELF, the range where power lines transmit.

Swedish studies have shown that children exposed to weak ELF magnetic fields, such as the 60 Hz emitted by power lines, develop leukemia at about four times the expected rate.

UHF energy penetrates the skin in relatively small portions, according to research, as opposed to frequencies between 30 MHz and 300 MHz, which are considered resonant frequencies and penetrate matter easier, according to CTIA.

The research conducted to date, CTIA said, has focused on whether

Human head models exposed to 2.4 GHz radiation for 23 hours a day over six months showed no signs of thermal effects, according to a Guy study done in 1980. The radiation was emitted at a specific absorption rate, or SAR, of 17 watts per kilogram.

Federal Communications Commission regulations limit peak SAR to eight watts per kilogram, and SAR averaged over the body to 0.4 watts per kilogram.

Dr. Stephen Cleary, physiology and biophysics professor at the Medical College of Virginia, has also examined electromagnetic radiation's effects on cancer growth.

Cleary noted that cancer cells grew faster during the course of a few days when exposed to radio frequencies much greater than those emitted by portable cellular phones. Cleary has attested to the safety of portable cellular phones, as has Dr. F. Kristian Storm, who said studies on humans refute the finding that RF radiation accelerates cancer growth.

Storm is a professor at the University of Wisconsin's Department of Surgery and Oncology, and associate director of the university's Comprehensive Cancer Center in Madison.

While noting that public exposure to ambient electromagnetic energy has increased tenfold in the past 50

COMMENTARY

FEAR SELLS

Dateline: Jan. 10, 1993. The St. Petersburg Times ran a Sunday feature story, "A Lethal Connection?" in which a Florida man claimed that his cellular phone caused the brain tumor that killed his wife. Ted Turner's CNN became involved and featured an interview with the aggrieved. From that point forward, the story catapulted to the front pages of the news for four weeks. The media raised questions about the safe use of cellular phones, while the cellular industry countered with studies and documented evidence saying there was no relationship and subsequently no danger presented by using portable phones.

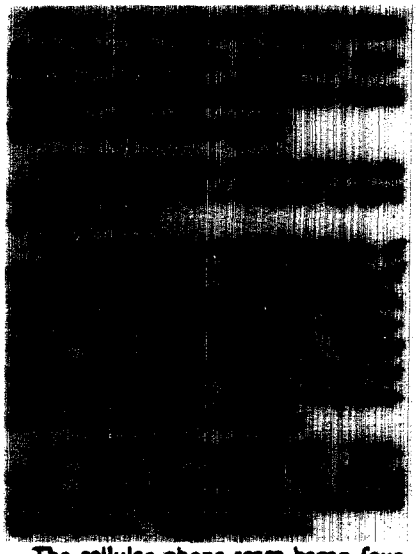
So why did this story surge to the top of the news agenda? Fear. And fear sells. This story proved this. Cancer is one of those diseases that is far too common, but as yet largely unproved in its origin. Everyone knows at least a handful of friends and relatives who have suffered from some form of cancer. And if that cancer has been life-threatening or terminal, the end is usually tragic and painful. Therefore, every time there is a link, no matter how casual, people react dramatically and sometimes hysterically to the news.

NATIONAL ISSUE

FROM ONE BIG SCARE TO ANOTHER

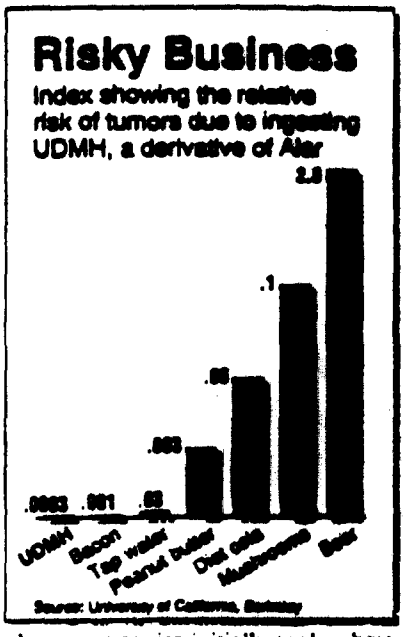
As 'Technophobia' Grows, Is Science The Loser?

By Michael Fumento
In Los Angeles



The cellular phone scare began four weeks ago when a Florida man announced on national television that he was suing a cellular phone manufacturer because his wife developed a fatal brain tumor a few months after beginning to use their product.

Despite this, the stocks of cellular phone companies initially took a beating, government investigations were launched, and future phone sales have been threatened.



Ironically, one new technology that has been strongly resisted by those whom scientists call technophobes could have prevented a very real recent health crisis — that of the infection of Jack in the Box hamburgers with E. coli bacteria from feces.

The outbreak has resulted in at least three deaths and over 450 hospitalizations in northwestern states. The technophobia involved here is the fear of food irradiation.

According to Harley Everett, vice president of Vindicator, a food irradiation company in Mulberry, Fla., "E. coli is very susceptable to ionizing radiation. We would anticipate it (irradiation) would add about a quarter of a penny to a Big Mac, about two cents a pound."

Agriculture Secretary Michael Espy also has said that irradiating beef could have prevented the Jack in the Box outbreak.

In the irradiation process, food is hit with ionizing radiation similar to that produced by a medical or airport X-ray device, but at higher levels. The food itself is no more radiated than is luggage after going through airport security.

"It's a direct parallel to the pasteurization process of milk," said Everett.

Everett notes that the dose of irradiation that would kill E. coli would also kill other other pathogens, all more common and more harmful than E. coli, including salmonella, listeria, and campylobacteria.

INVESTOR'S BUSINESS DAILY
February 23, 1993

No Scandal, No Story

TV finds bashing business pays—but it's risky, too

Taking on cellular phones: *NBC's Daniels*

DATELINE NBC

Made in America? *Wal-Mart's Glass*

Big beef: *ABC's Food Lion investigation*

It was a strange week for America's TV viewers. There was Michael Jackson saying that a rare skin disease had turned him white, and talk of longtime FBI Director J. Edgar Hoover wearing dresses. But four minutes of television Tuesday night were almost as extraordinary: NBC's stunning apology to General Motors. "Dateline NBC" had aired an investigation into alleged fire hazards in older GM pickups; a test truck had been fitted with toy rocket engines to make sure spilled gasoline would catch fire. Jane Pauley and Stone Phillips soberly read a retraction settled upon by negotiators just minutes before. Phillips read a list of flaws in the test, including the damning finding that a fuel tank NBC said had ruptured upon impact had in fact remained intact.

The incident did more than just put a dent in NBC's distinguished journalistic tradition. It also raised delicate questions of what's fair game in the growing sport of business exposés—and what should happen when somebody steps over the line. Exposing corporate scams and scandals has always been a mainstay of magazine programs. Yet recent months have seen a rise in business-bashing stories, with controversial investigations of such companies as Wal-Mart, Food Lion and makers of cellular phones. Such exposés "are definitely on the rise," says one TV producer. "We love stories where you shoot the tape and then f— the guy." Many executives believe that they've become victims of TV's hunger for hype and ratings, especially during the "sweeps" period. As Wal-Mart vice president Don Shinkle says, "The moon is always full during sweeps month."

That is painting with a broad brush. Tabloid shows like "Hard Copy" may rely on such ethically questionable techniques as re-enacting events, but programs like "60 Minutes" retain a reputation for playing tough and clean. Still, there's no question that the proliferation of news shows—there are two high-profile entries from ABC and NBC coming later this year—has heightened pressure to get stories and ratings. And, laments CBS News executive producer Andrew Lack, it has changed the way some journalists do business. Many young TV reporters today rate the success of their stories by the overnight ratings: "I don't hear a lot of discussion of the journalism of the stories the next day," Lack says. Other veteran journalists are equally concerned. After the NBC debacle, Dan Rather of CBS met with his staff in small groups to remind them to guard against complacency. "The margin for error is thinner than the margin for error on high-speed racetracks," Rather says.

Of course, journalists are supposed to be aggressive. While the rules aren't etched in stone, most reporters know when they're out of bounds and the consequences of such conduct. Just as evidence gained in an illegal search taints a legal case, dirty reporting taints a story. There are obvious differences between arranging to fake an explosion and, say, surprising a source with unexpected, tough questions. But there can also be considerable murkiness in between. Recent stories aimed at business—and the controversies they triggered—have highlighted some of the ethical shades of gray:

■ **Faking it.** NBC's truck tests even violat-

DATELINE NBC

BLAKE DISCHER—SYGMA

Games newspeople play: *A picture from NBC's rigged crash test of the General Motors truck, GM's Pearce announcing the company's lawsuit against the network*

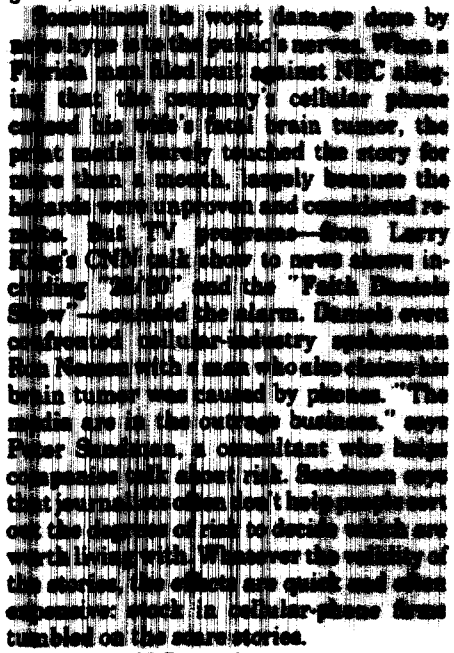
ed its own written guidelines against staging news. On Friday the network said it

NEWSWEEK a March letter in which Jane Pauley said she was impressed that her

and wrote Glass and outlined specifics.

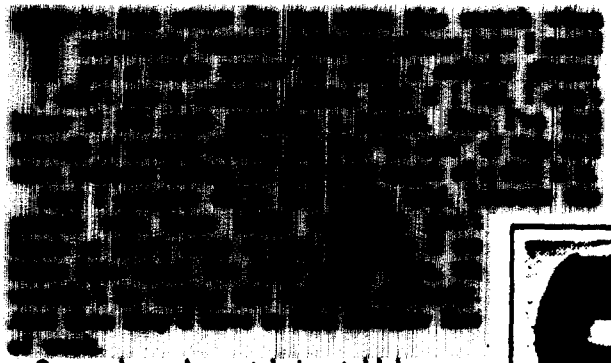
■ **Going undercover.** The magazine shows love hidden cameras. But subjects say the practice is often deceptive. Food Lion is suing Capital Cities/ABC for a November 1992 "PrimeTime Live" exposé of alleged unsanitary conditions in the company's supermarkets; hidden cameras purportedly caught Food Lion employees relabeling old meat. The suit alleges that ABC "purposely defrauded" Food Lion by having a producer pose as a supermarket employee; the network says it did nothing wrong.

■ **Relying on interested parties.** Business critics say the media often accept too much help from sources with an agenda. Food Lion had been targeted by unions; GM by lawyers suing over truck accidents. These sources often help shape the coverage by providing experts and leads. Says Joe Goulden, of the conservative Accuracy in Media: "If a guy's got an ax to grind, let's talk about the ax."



Will the NBC scandal cause journalists to pull back on business exposés? Don't count on it. GM general counsel Harry

It's Even Bet We Won't Learn Odds



Dennis Byrne

Or maybe we're not being told because too many people in the media don't want to say, figuring a mild scare makes for a mild story. Which is to say, no story.

Bet you can't even count the number of such scare stories we've had in the past few months. We've been warned that milk can bring on juvenile diabetes, that being a Pentecostal can bring on depression, that electric wiring and sex among lesbians can bring on cancer.

Thought you got heart disease from cholesterol? Well, we're informed, maybe it's the level of the blood protein fibrinogen instead. We're reminded, once again, that living alone can make both men and women ill, that childbearing after 40 and dark booze can increase your chances of cancer.

Did I mention cancer? Your chances of gettting bladder cancer could be related to your intake of salt, soda, coffee, crackers, gravy, white bread, sugar, pre-sweetened cereals, eggs, liverwurst and cold cuts, smoke dried meat and smoked fish.

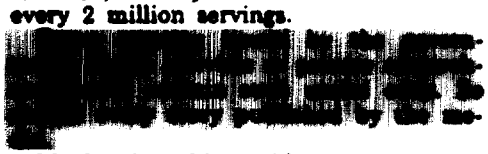
I don't challenge the dangers of any of this. But as chilling as these and countless other revelations are, nearly all of them came to the public without any indication of just how much of a risk they are.

Well, here's an exception (which I had to go back about two years to find): Somebody suggested that you might be in danger of getting cancer if you eat hams having those crimscross markings that come from the elastic netting they're hung in. But you had to read nearly to the story's end to find out just how much of a danger: Long-term exposure to the tiny amount of material left on the ham from the netting translates to a cancer risk of 4 in 1 million.

Four in a million? You've got about the same chance of winning a bet that the Cubs will take back-to-back World Series.

Odds. Why should we, the consumers, be denied this same, basic information that even rube gamblers get when they put down a bet? Is not information relating to our lives and health at least as important as knowing the odds at the track?

Take a recent story about the dangers of eating raw shellfish. First you got the rhetoric (eating raw shellfish "is a time bomb ready to go off."), then you get the facts: One out of every 1,000 people who eat raw or undercooked shellfish—oysters, clams or mussels—may become ill, some seriously. By comparison, the risk of eating seafood in general, excluding shellfish, is only one case of illness for every 2 million servings.

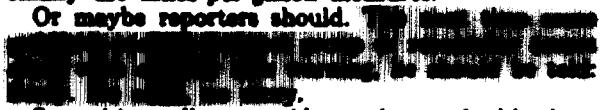


Maybe the odds could be expressed in the minutes and seconds of life lost, as suggested by Harvard University physics professor Richard Wilson.

For example, an average person of 30 who has a life expectancy of about 74 years cuts his life short 12 minutes by smoking a cigarette, 9 seconds by drinking a diet soft drink and 2,700 days by being a male.

I'll leave it to the scientists to agree on a suitable measure. Or maybe the government should pick one. That's what it took to get the auto companies to finally use miles-per-gallon measures.

Or maybe reporters should.



Something tells me we'd see plenty of odds then.

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